

# ADDISON BUSINESS DEVELOPMENT COMMITTEE

***CRITICAL FEW ISSUES FOR THE  
TOWN OF ADDISON OVER THE NEXT  
FIVE YEARS***

# LET'S KEEP ADDISON ON TRACK

*“Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” Margaret Mead*



# OUR PROCESS

- Met regularly, heard presentations from:
  - Town staff
  - Richardson & McKinney Economic Development
  - Attended ABA luncheon, toured Tower at Airport
- Visited two major Addison businesses:
  - Mary Kay & Pizza Hut
  - Interviewed several small & mid-sized businesses
- Identified the most important and recurring issues
- Categorized these issues: “High”, “Medium”, “Low”
- Chose top 4 for recommendation

# THE CRITICAL FEW ISSUES CONCEPT

- Addison has demonstrated that we can execute programs flawlessly.
- For the biggest impact –
  - Concentrate resources on a few programs
  - Make them happen on a high quality basis.
- The critical few issues concept insures maximum benefit from Town's efforts and expenditures.

# TOP FOUR CRITICAL ISSUES

1. Establish a Business/Economic Development, Retention, & Expansion Program
2. Strongly support & endorse the Cottonbelt Light Rail initiative
3. Regularly schedule lunch with Mayor & City Manager for CEOs, Developers, Consultants, etc.
4. Branding – develop a strong identity for the Town.

# CRITICAL ISSUE #1

- Addison needs to know more about the business community.
- Independent focus =
  - Separate organization
  - Insulated from public records
- The engine =
  - Dedicated resource
  - Superb database coupled with
  - Comprehensive web site

# RECOMMENDATION #1

- Town Council coordinate with the Addison Business Association (ABA) to create a business/economic development program.
- Base efforts on establishing business development, retention & expansion program.
- Include funding in the next fiscal year budget.
- Establish a governance protocol.

# CRITICAL ISSUE #2

COTTONBELT = The most powerful infrastructure improvement multiplier in Addison today

## RECOMMENDATION #2

- Create a line item in the Town's budget
- Commence strategy & planning efforts ASAP
- Using business/economic development group, coordinate programs with natural partners
  - Addison businesses, residents, developers; UTD; Richardson, Carrollton, Farmers Branch, etc.



# CRITICAL ISSUE #3

COMMUNICATION between Town & Businesses

## RECOMMENDATION #3

- Council & Staff hold monthly luncheons for exclusive audience
- Model after the McKinney “12 at 12”
- The “go to place” to visit on key Town issues with discussions off the record
- Utilize the business/economic development organization to coordinate activities

# CRITICAL ISSUE #4

BRANDING = The asset for the future.

## RECOMMENDATION #4

- Explore institutional advertising partnerships with major Addison businesses in national media.
- Engender TV News coverage of Addison events.
  - Media booth, wireless access, etc.
- Use the business/economic development program to identify & quantify branding opportunities.

# CONCLUSION

## ■ Mission

- Focus on a few “critical issues” in next 5 years
- Execute them flawlessly

## ■ Result

- Addison will continue to be:
  - The BEST place to live
  - The BEST place to do business

# COMMITTEE MEMBERS

- **Facilitator:** Kimberly Lay
- **Co-Facilitator:** Blake Clemens
- **Members:** Jeannette E. Consor, Elizabeth Knott, David Markel, Chick Martin, Rex Sedwick, and Lynn Stofer.

# SPECIAL THANKS

- **Council Members:** Greg Hirsch and Dennis Kraft.
- **P & Z Commissioners:** Roger Chafin and Alan Wood.
- **Staff:** David Benson, Mario Canizares, Bryan Langley, and Bob Phillips.

THANKS FOR THE OPPORTUNITY TO  
CONTRIBUTE TO OUR GREAT TOWN!

*“They say that time changes things, but you actually  
have to change them yourself.”*     *Andy Warhol*

